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# MANAGING TELECOMMUNICATIONS

October 12-16/Arlington, Va.



AMA

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October 12-16/Arlington, Va.

American Management Associations  
135 West 50th Street  
New York, N.Y. 10020

Non-Profit Org.  
U.S. Postage

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American Management  
Associations

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Are your name, title and address correct on the mailing label? If not, please indicate the necessary corrections and return the entire mailing piece in an envelope to: List Dept., AMA, 135 W. 50th St., New York, N.Y. 10020

Attention Mailroom Personnel: Please reroute if necessary! If undeliverable to addressee, this important dated announcement should go to your organization's Vice President of Administration.



## **TELECOMMUNICATIONS WILL SHAPE THE LEADING EDGE OFFICE OF THE 80's!**

The changes that are coming because of improvements in telecommunications are dramatic. Get the training you need to keep up with this rapidly growing field at **MANAGING TELECOMMUNICATIONS**.

### **Run your department in a smoother, more cost-effective way**

This practical 4½-day course provides you with both the broad and detailed basics you need to have to utilize the new — and existing — technology that will shape the office of the '80s and '90s. Plus — you'll see how you can get more for every dollar you spend on telecom equipment and systems.

### **Grasp complex systems in simple, easy-to-understand terms**

We'll define and sort out the various systems that are available and translate industry jargon into plain English. You'll also be able to make sense out of tariffs...key systems...PBX systems...determine traffic and operator loads...investigate private suppliers...and interface with data communications.

### **Get a balanced perspective from top authorities in the field**

Our course leaders will present a balanced program of information giving you three different perspectives on the telecom industry — the consultant's...the phone company's...and the user's. Plus — they'll assign problems and discuss their solutions with you. This way you can start to apply what you've learned immediately back on the job.

### **Register today with the handy Registration Card.**

### **Invaluable Course Notebook**

Each registrant will receive a hefty, 250-page course notebook that includes every telecom subject covered in the course. In addition, there will also be other hand-out materials and appropriate literature which will serve as an invaluable reference source back on the job.



# MANAGING TELECOMMUNICATIONS

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## In Arlington, Va. (D.C. area)

October 12-16, 1981  
Stouffer's National Center  
Meeting No. 12528LT-85

RICHARD A. KUEHN  
*President*  
RAK Associates  
Cleveland, Ohio

## Course Leaders

DAWN MILLER  
*Account Executive*  
Chesapeake & Potomac  
Telephone Company of Maryland  
Wheaton, Md.

*This 5-day meeting starts Monday, 9:30 a.m.; ends Friday, 12:00 noon*

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## Future Sessions

March 1-5/New York  
April 5-9/Washington, D.C.  
May 3-7/Chicago  
June 14-18/San Francisco

#12528LT-89  
#12528LT-90  
#12528LT-91  
#12528LT-92

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## Meetings of Related Interest

### Interconnect: How to Select, Purchase & Install a Telephone System

October 26-28/Chicago  
November 23-25/Atlanta

#12527LT-69  
#12527LT-70

### Fundamentals of Telecommunications for the Non-Telecommunications Manager

January/Los Angeles  
April 12-14/New York

#12538LT-69  
#12538LT-70

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**3.4 CEU awarded.** The Continuing Education Unit is a nationally recognized, standard unit of measurement that you earn for participating in qualified programs of continuing education.

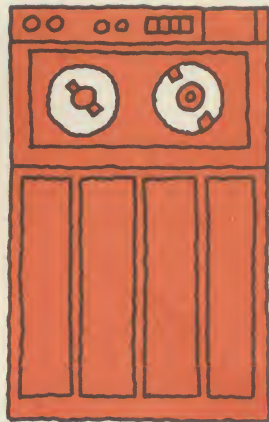
**For more information** on this course, contact Milt Reitzfeld at AMA Headquarters in New York City. (212) 586-8100.

## Who Should Attend

An introductory course for people new in the field, or those seeking a refresher. A practical, in-depth approach for administrators and executives who are responsible for managing and operating corporate telecommunications functions.



# COURSE OUTLINE



## Introduction to Communication

### History of the Telephone Industry

#### The Telephone Industry Today

- A.T.&T. and the independents
- Interconnect
- Specialized common carriers

#### Tariffs/The Departments of a Telephone Company

- Understanding and using tariffs
- Telephone company organizational structure

#### The Corporate Communications Department

- Purpose and duties
- Staffing
- Records administration

#### Private Communications Consultants

- Types of consultants
- Selection and use

#### Understanding Telephone Bills

- Service and equipment
- Message units
- Toll and long distance
- Other charges and credits
- Miscellaneous items

#### Traffic and Operator Loads

- Method of obtaining information
- Determining rejection rates
- Determining local trunks needed
- Operator workloads

#### Selection and Types of Facilities

- Types of telephone systems
- Selection of facilities

#### PBX Systems, Non-DID

- Types of switching
- Types of modulation
- System features

#### PBX Systems, DID (DIRECT INWARD DIALING)

- Types of DID systems
- Trunking
- Installation criteria

#### Key Telephone Systems

- Key systems behind PBX
- Key systems connected to central office

#### Selecting a Telephone System

- Initiating a system investigation
- Selecting vendors
- Economic comparisons
- Contracts
- Installation planning

#### Data Communications

- Transmission methods and types
- Network types
- System components

- Errors
- Planning a system

#### Data Terminal Selection

- Hard copy terminals
- Cathode ray tubes
- Facsimile equipment

#### Data Lines And Modems

- Data lines
- Modems and couplers

#### Computer Front Ends

- Access methods
- Multiplexing
- Concentration

#### Alternatives To Toll

- WATS (Wide Area Telephone Service)
- Point-to-Point and tandem lines
- Switched services
- Private line sources

#### Engineering for Alternatives to Toll

- Selection considerations
- Determining quantities of special facilities

#### Telephone Call Accounting

- Control of usage
- Message unit controls
- Toll controls
- Special facility controls

#### Automatic Call Distributors

- Definition and types
- Determining quantities
- Staffing requirements

#### International Communications

- Types of facilities
- Major carriers
- Cablegrams
- International telex
- Leased channel service

#### Written Record Carriers

- Mailgram
- Telegram
- Written record dial-up service
- Hot line
- Broadband exchange service
- Info-Com

#### The Future of Telecommunications

#### Send for a FREE copy of AMA's Course Catalog!

The ALL-NEW AMA Management Development Guide lists specific courses to help you move ahead in your career. Send for your free copy now. Just check the box on the Registration Card. Or, write: AMA Headquarters, 135 West 50th St., New York N.Y. 10020.

#### Ask About In-House Training!

For details about related in-house versions of this program, contact AMA's In-House Development and Training Division in New York. (212) 586-8100 Ext. 162.



# REGISTRATION INFORMATION

**IMPORTANT:** Always give the complete meeting number and title — plus the **Priority Code** shown on or adjacent to the mailing label on this announcement. This will expedite your registration.

## 3 Ways to Register Fast

- **PHONE (212) 246-0800.** (Direct Line to Registrar *Only*.) Other calls dial (212) 586-8100.
- **TWX 710-581-6530**
- **COMPLETE AND MAIL THE REGISTRATION CARD**

**Registration Fees** The full fee is payable in advance and includes the cost of meeting materials.

INDIVIDUAL FEES	AMA Members	Non-members*
Each 5-day Meeting	\$675	Add \$100

**Send Teams At Reduced Fees** — During the meeting they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same session of a meeting are:**

TEAM FEES	AMA Members	Non-members*
Each 5-day Meeting (per person)	\$575	Add \$100

**Note:** Other discounts are available for larger groups. For details please contact AMA's Registrar.

**\*Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.**

**Check Your Confirmation Notice** Occasionally AMA must change the location of a meeting within a city after announcing it. Thus, we urge you to double check the Registration Confirmation Notice you receive to be sure of your exact meeting location. If you have any questions, contact AMA's Registrar in New York **(212) 246-0800**.

**NOTE:** You can register up to the time of the meeting. However, do not come to a meeting without confirmation. If it has not arrived before the meeting date, contact AMA's Registrar.

**What to Do When You Must Cancel Your Registration** Confirmed registrations cancelled less than two weeks before the meeting are subject to a \$100 service charge. Registrants with confirmed applications who fail to attend are liable for the entire fee unless they contact AMA's Registrar prior to the meeting to cancel.

**How to Receive Priority Treatment When You Book Hotel Space** AMA does not arrange hotel accommodations. However, the hotel in which your course is held will hold a block of rooms up to two weeks before your course starts. To make a reservation, contact the hotel directly. Be sure to act promptly — and mention AMA for preferred treatment.

**Tax Deduction for Educational Expenses** Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.

**The American Management Associations** accepts registrants irrespective of race, sex, color and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.

**GOVERNMENT, EDUCATION AND HEALTH-CARE MANAGERS:** Send for AMA's NEW catalog of seminar and training programs designed to meet the *special demands* of public sector management. Check the box on the registration form or call Marilyn Henry (212) 586-8100, ext. 184, for additional information.

## REGISTRATION CARD

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**IMPORTANT!** To expedite your registration, fill in the **Priority Code** shown on or adjacent to the mailing label on this announcement.

☐☐☐

Please register the following executive(s) for the indicated session of **MANAGING TELECOMMUNICATIONS:**

	Meeting No.		Meeting No.
<input type="checkbox"/> October 12-16/Arlington, Va.	12528LT-85	<input type="checkbox"/> May 3-7 Chicago	12528LT-91
<input type="checkbox"/> March 1-5, 1982/New York	12528LT-89	<input type="checkbox"/> June 14-18, 1982/San Francisco	12528LT-92
<input type="checkbox"/> April 5-9, 1982/Washington, D.C.	12528LT-90		

Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Company (Please use full name) \_\_\_\_\_ Division \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel. No. (area code) \_\_\_\_\_

☐ This confirms telephone registration

Please list names and positions of team registrants on an additional sheet

**Payment Instruction:**  
The full fee is payable in advance

- ☐ Payment enclosed.  
☐ Bill my company.

**Please Send The Following:**

- ☐ AMA Membership Information. ☐ New Public Sector Catalog.

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